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THIS AND THAT

Chinese minister starts tour...some firewood psa's...more about Medfly finds...and the enlarged grasshopper treatment area. Then there's lots of news about ACE and some upcoming meetings...plus some job news as usual. Keep reading....

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USDA folks in D.C. are busy this week trying to keep up with the visit of Minister of Agriculture Huo Shilian of the People's Republic of China. He and his party arrived July 5 and will be in the U.S. until July 22--complementing a visit last year by Sec. Bergland to China.

In addition to D.C. environs, the party will stop in Georgia, Missouri, Illinois, Colorado, California and Hawaii. Jim Webster, GPA, will accompany the group...stopping off at Berkeley for the ACE meeting.

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CONGRATS TO ALL

By the time you read this, ACE (Agricultural Communicators in Education) will be underway with its annual national meeting... or if you attended, you'll see this after you get home.

The group gave its top professional award to Tom Byrd of North Carolina State U. The Reuben Brigham award (for outstanding non-land-grant-USDA service in communication) went to Emerson Mattson, vice president of Evan/Pacific, Inc. of Seattle.

Pioneer awards went to Meg Ashman, Vermont U.; Debrah Jefferson, U. of Missouri; James Whitman, Texas A&M U.; Christopher Lozos, USDA/SCS; and Scott Fedale, U. of Idaho. (These are awards given to young pros 35 years of age or under...sigh!)

Awards of Excellence went to Don Gregg, Michigan State U., in publications; Orrine Gregory, U. of Missouri, in teaching-research; James Estes, Cornell U., in graphic design; Paul Gwin, U. of Missouri, in visual aids; Dennis Godfrey, W. Virginia U., in radio-TV; and Thomas McCormick, U. of Vermont, in press.

Service Award winner was Earl McMunn, director of PR, Robinson Hybrids, Inc. of Columbus, Ohio.

Best Quarterly Article was judged to be one written by Bob Kern, formerly of Iowa State U., now with the International Maize and Wheat Improvement Center, Mexico.

25-Year Awards were presented to Lloyd Bostian, Bryant Kearl, Claron Burnett, Nellie McCannon, Maurice White and Fritz Albert...all of the U. of Wisconsin. Dick Lee, U. of Missouri, also received the award.

New officers are Lorraine Kingdon, U. of Arizona, president; Eldon Fredericks, Michigan State U., president-elect; and Ralph Ballew, U. of Mississippi, vice-president.

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COLORADO GETTING READY All of which reminds us to remind you of word sent to us last week from Jack Dallas and Bob Rees of Colorado State U. They're already hot on the trail of folks who might want to come to the Region B section of the western ACE region next fall.

Date will be October 22, 23 and 24 at the Sylvan Dale Guest Ranch near Loveland. So mark the dates and start toning up your muscles--for talk or horseback riding or whatever.

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SOME WOODY REMARKS Wally Shiverdecker, Forest Service, has rigged up a neat idea... it's a "soundsheet" package of public service announcements about firewood. In fact, he calls the package "Wood Ideas About Firewood," and is making it available to 4500 AM radio stations as an item celebrating the FS 75th anniversary.

The soundsheet wouldn't last for many playings, so Wally is recommending that stations copy the messages onto tape...then use the tape over the air. But quality of the soundsheet itself is excellent. Spots mostly are 30-second ones...one is 60...and cover everything from finding wood to safety measures to take in cutting it and burning it. There are 12 psa's in the sheet.

Jim Johnson, GPA, says he's riding the mailout to insert a sheet about all USDA radio services.

Oh yes, soundsheets usually are those filmy, plastic sheets that are inserted in magazines to advertise music. If you want a sample, probably you can get one by writing Wally at the FS information office here in D.C.

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WATCH THOSE MEDFLIES...In case you thought "Inside..." treated the Medfly finds too flippantly last week...here's an update.

Seems the infestation is far more dangerous, potentially, than the last time the pest was found and eradicated (in 1975-76). Then, the flies were found and eradicated in September and on through the winter...when most host material was going dormant. Now, host material is just beginning to ripen...making conditions just great for growing Medflies.

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...AND HOPPERS

And...the grasshopper program is looking bigger than folks originally thought. After a slow start, the large potential population has increased and probably will top out at about

5 million acres. States with the most acres scheduled for treatment include Texas, New Mexico, Wyoming and Nebraska. Funding has become a real problem...the federal share is now worth about 75¢ an acre and regular program funds and contingency funds within APHIS (Animal and Plant Health Inspection Service) are depleted. The actual field work seems to be going smoothly, however.

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A NEW PACKAGE DEAL

After several dry runs and delays in getting electronic composition operations to work, GPA sent out its first edition of "Speeches and Major Policy Releases," early this week.

It's just what the title says...a compilation of speeches and releases that normally go in separate packages to people who say they want those sorts of things...about 800 all told. Now all that goes into one package and gets mailed once a week.

You who receive individual releases probably will continue to do so. As we say, only the major policy releases will go into the new package. Mass media folks will continue to get them as they are issued...and probably most of you "Inside..." readers. But for some folks, the new format will allow us to send only one mailing a week...saving time and money and keeping mailboxes a little less full.

If you decide you're getting too many packages from D.C., drop the News Center a note and tell Ray Schleeter there you'd just as soon get one mailing a week. Then he'll take you off old lists for single mailings and put you on the list we call the "ISEC" list. After all, why should you get "news" that's ancient? If your purposes can be served once a week, then we can begin to concentrate on getting news to those who need it quickly and we're on the threshold of getting that done faster we think.

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IN THE MARKET

Ralph Ballew, Mississippi State U., says his office is in the market for a publications editor. Kurt Rogers, who has held the spot in the past, left in late June for Idaho, where he'll head up publications for Bill Stellmon.

Ralph says in addition to publications work, the editor will be responsible for preparing the printed annual report and other special reports and also will work in the publications section under the direction of Nancy Sweet. A master's degree is required and preferably a couple of years experience related to publications editing and knowledge of printing technology and layout and design.

If interested, apply before July 23 to Milburn Gardner, Personnel Officer, P.O. Box 5446, Mississippi State, Miss. 39762 or call him at (601) 325-3462.

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HUNTING FOR A JOB

Mary Luins Small, 800 Pryor St., Alexandria, Virginia 22304, is hunting for a spot as a writer/editor or other editorial associate for a general interest periodical or for publications on education, energy, health, agriculture, business, economics, politics, the press or related subjects.

She's had a great deal of experience...most recently has been chairman and associate professor of the dept. of journalism in the school of communication at Howard U. here in D.C. She hopes to receive her PhD from Boston College this fall; has a masters of science from Syracuse U., and a BS from Hampton Institute in Virginia.

If Ms. Small interests you, get in touch with her at the address above or call her at (703) 370-3811.

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INTERNS ON BOARD

For a few weeks now, we've neglected to mention five summer interns who have been helping out in GPA. Each is a college student...most interested in information as a future profession. Included are:

Karen Meyer, U. of Minneapolis, working in the News Center; Alex Monde, Pratt Institute, in the Design Center; Sally Morrow, U. of Maryland, in the Printing Center; Scott Bishop, Michigan State U., in the Video-Film Center; and Rebecca Baile, U. of Missouri, in the Special Programs Center.